



Brand Shop & Campaign Page Technical & Content Specs

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Reference Page

This page provides a high-level overview for Brand Shops and Campaign Page Guidelines. The following pages in this Guideline will detail Best Practices, Allowable Content, Technical Specs, Examples, etc.

High Level Overview:

	Brand Shops	Campaign Pages
Duration	1 year contract – multiple refreshes	Each campaign will expire after a 16-week period
Max number of containers	10	6
Recipes	10 recipes allowed in carousel Max of 5 new recipes per refresh (including subpages)	Experience can feature 1-2 new recipes on page (Existing recipes in recipe library can be pulled into carousel)
URLs	Branded URL on banner.com discoverable via search	URL that is reused and CPG content will appear on live date

Page Containers (please review document for full details and requirements):

Page Containers	Brand Shops	Campaign Pages
Hero	x	x
Stylized Header	x	x
Single eSpot	x	x
Dual eSpot	x	x
Triple eSpot	x	x
Copy Container	x	X
CAB (content action block)	x	x
Icons	x	x
Videos	x	x
Recipe Carousel	x	x (only if recipes already exist in banner.com recipe library)
Coupons	x	x

Container Dimensions (please review document for full details and requirements):

	Desktop	Mobile
Hero	1280 x 312	640 x 640
Stylized Header	1280 x 160	640 x 160
Single eSpot	1280 x 224	640 x 200
Dual eSpot	624 x 224	480 x 300
Triple eSpot	406 x 224	480 x 300
Icons	330 x 330	330 x 330
CAB	608x368	560x320

Brand Shop Introduction

- Please keep in mind the main objective of Brand Shops when developing creative:
 - To drive digital engagement with your brand by encouraging sales/conversion
- Brand Shops act as an “always on” landing page to showcase your brand(s).
 - These pages are not a good location to showcase weekly promos or products only relevant to certain divisions or stores, and are best used when featuring a broader portfolio of your products.
 - The page is restricted to products in your portfolio only. Items from other suppliers will not be permitted for use, unless preapproved by Digital Experience and 84.51/KPM.
 - Only include products that have good distribution across the enterprise in-store AND online. At least one product must display in each division/banner on any product carousel/list.
- Each Brand Shop will receive one URL (per page) that will be used for the entire length of the contract. URLs will be named at the Manufacturer level unless there is an agreed upon theme/brand based on the nature of the Brand Shop focus. URL structures can only be edited/updated on a calendar/contract basis.
- All creative requires Kroger Digital Experience approval. Kroger Digital Experience has full right of refusal of copy and creative that does not present an optimal customer experience or violates guidelines/best practices (per KDS and Banner.com).
- If your final creative files are past due (Content or Site specific), we reserve the right to push your live date to the next available date with open inventory.
 - To ensure the Brand Shop or Campaign Page meets the intended customer experience, media drivers should start at least 3 business days after the Brand Shop or Campaign Page goes live onsite
- Creative and supporting click-thru destinations may only be edited during planned page refreshes.
 - Therefore, only include creative messaging that is applicable to the entire refresh period so as to not mislead the customer (i.e. don't advertise a Buy 5, Save \$5 promo that is only live for 1 week if your refresh lasts 3 months).
 - Please ensure all creative and content on page is seasonally relevant or evergreen.
- Avoid use of the Kroger logo since pages are enterprise-wide. Can use “Kroger Family of Stores”
- Gamification cannot be supported on banner.com, but sweepstakes may be included with Kroger Digital Experience approval. "See package for details" is permitted, and external sites may be included with the disclaimer listed below.
- Driving off banner.com is not permitted, but mentioning of external websites is allowed pending Kroger Digital Experience approval. In cases where external websites are approved to use onsite, the URL may be mentioned in text but will not be hyperlinked, and disclaimer below will be added to the experience.
 - By accessing xxxxx.com, you will be leaving the Kroger website and will be redirected to a third party website with its own privacy policy and terms. Kroger does not assume any responsibility for third party websites and all use is at your own risk. This sweepstakes is not sponsored, endorsed, or affiliated in any way with The Kroger Co. or their affiliates.
- Social media hashtags, handles or linking to social media platforms are not permitted.
- Experiences cannot be versioned by store level or division.
 - Entire banners can be excluded, if absolutely necessary (i.e. Dillons, Gerbes, Fry's, etc).
 - Note, this should only occur if products have limited distribution
- Consider customer experience when developing creative.
 - To limit scrolling, custom pages are limited to 10 containers.
 - Develop mobile creative with desktop to ensure it is legible/works on a smaller screen.
 - Look, tone, and feel should remain consistent and cohesive across the page(s).
 - Creative should not be duplicated on a page.

- The same click-thru destination should not be used more than twice on the page.
- There is a maximum of 5 new recipes added to the recipe library permitted within a brand shop. Up to 10 recipes can be pulled into a recipe carousel, but at least 5 must already exist on banner.com.
- If there are subpages, they should always link back to the main page (have a navigation element as part of the page design).
- There is a maximum of 2 videos on a page.
- No hard returns allowed in text to allow copy to wrap naturally on different devices

Campaign Page Introduction

- Please keep in mind the following when developing a Campaign Page:
 - A Campaign Page is a banner.com hosted Landing Page that allows the customers to host content on Kroger's and Kroger family stores' website for short period of time to support a media campaign.
 - The experience will be live for 16 weeks, and KPM media can be driven to the page during that time. After 16 weeks, the Campaign Page will end and will go into an evergreen state.
 - Unique URLs will be assigned for each campaign and will be associated with the manufacturer in sequential order (ex. www.kroger.com/pr/kpm-kraft-1). Each Kroger fiscal year, URLs will begin to be reused." The CPG will not see their content until the agreed upon go live date.
 - All KPM media can drive to these pages except for Push Notifications and Pinterest campaigns.
- All creative requires Kroger Digital Experience approval. Kroger Digital Experience has full right of refusal of copy and creative that does not present an optimal customer experience or violates guidelines/best practices (per KDS and Banner.com).
- If your final creative files are past due (Content or Site specific), we reserve the right to push your live date to the next available date with open inventory.
 - There should be no planned media drivers within a week (5 business days) of your anticipated live date.
- Campaign Pages must be in line with the following requirements
 - No more than 6 total containers per page.
 - A hero image must be at the top of each page.
- Consider customer experience when developing creative by following these best practices:
 - Develop mobile creative with desktop to ensure it is legible/works on a smaller screen.
 - Look, tone, and feel should remain consistent and cohesive across the page.
 - Keep concise and interesting.
 - Creative should not be duplicated on a page.
- Other Considerations
 - One or two recipes can be featured on a Campaign Page but will not be added to the banner.com recipe library.
 - Existing recipes on banner.com recipe library may be pulled into a recipe carousel.
 - Third party URLs may be allowed on Campaign Pages if they aren't hyperlinked" and receive KPM Guidelines approval. A disclaimer will be added to the page to communicate to customers that Kroger is not affiliated with external sites.

KPM Content Submission and Best Practices

Best Practices for Videos and Recipes on Brand Shops & Campaign Pages

- Feature the supplier's brand in a fun and inspiring way for customers.
- Be seasonally relevant as well as relevant to the theme.

- Be authentic to the Kroger brand as well as the sponsor brand.
- Be **exclusive** & follow current trends.
- Include well distributed ingredients and UPCs within recipes.
- Adhere to provided recipe development submission template.
- Kroger reserves the right to decline or provide recipe photography as needed.
- Editorial and inspiration to engage the customer with relevant content.
- ALL content should be submitted 10 weeks prior to the start of the program.
- Any late content submissions can result in a delayed go live date, (ex: 2 days late for content submission, 2 day push back).
- All creative requires Kroger Digital Experience approval.
- Keep accessibility in mind. We ask that CPGs consider minimizing the amount of text in images, being cognizant of proper color contrasting, and using font sizes large enough to read across platforms
- Each page within the Brand Shop experience must contain one consistent theme and is not permitted to combined themes, holidays, creative, messaging, or LTFs (look-tone-feel). Example: cannot combine Easter holiday messaging with summer theme and recipes on one page.
- Only include products that have good distribution across the Enterprise in-store AND online. At least one product must display in each division/Banner on any product carousel/list.
- All CMs should send content to KPMrequests@kroger.com.

CPG Content Submissions Should **Not**:

- Be an advertisement for your brand but instead allow Kroger to recommend your brand to customers through a credible recipe or video.
- Any content that does not meet the guidelines will not be selected. Kroger reserves the right to select which content will be featured on the site and in any other promotional materials.
- Avoid use of the Kroger logo since these pages are Enterprise-wide. Can use “Kroger Family of Stores” instead.
- Driving off Banner.com is not permitted.
- QR codes aren’t permitted on Campaign Pages
- Inclusion of social media hashtags, handles, or linking off onto a social platform is not permitted.
- No gamification or sweepstakes should be included on the page unless approved by Kroger Digital Experience and 84.51/KPM.

Accepted Content Submission Types

1. Recipes (in format outlined below)
2. Videos (in format outlined below)

Brand Shop & Campaign Page Specs

Hero Image

Standard Use for Hero Images:

- Mandatory use at the top of the page
- Introduces customer to the brand and serves as the first impression of the experience.
- Static image – does not have a clickthrough destination (does not link)
- Cannot be a carousel

Technical Requirements for Hero Images:

- Size (below image not to scale)
 - Desktop – 1280 x 312
 - Mobile – 640 x 640
- Image corners will be rounded in production to fit Kroger Digital Standards

Examples:



Stylized Header

Standard Use for Stylized Header:

- Stylized Headers are static pieces of creative that usually act as a page break. These are branding opportunities for CPGs on the experience.
- Static image – does not have a clickthrough destination (does not link)

Technical Requirements for Stylized Headers:

- Size
 - Desktop – 1280 x 160
 - Mobile – 640 x 160
- Image corners will be rounded in production to fit Kroger Digital Standards

Examples:



Single eSpot

Standard Use for Single eSpots:

- Opportunity for brands to interact with customers through creative
- Can be static or can have a clickthrough destination
- Link Destination Options:
 - Product List
 - Recipe on banner.com
 - General Coupon Pool

Technical Requirements for Single eSpots:

- Size (image only)
 - Desktop – 1280 x 224
 - Mobile – 640 x 200
- If eSpot has a clickthrough, must include Call to Action (CTA) along with arrow
- Image corners will be rounded in production to fit Kroger Digital Standards

Example:



Dual eSpot

Standard Use for Dual eSpots:

- Opportunity for brands to interact with customers through creative
- Can be static or can have a clickthrough destination
- Layout:
 - Two eSpots side-by-side
- Link Destination Options
 - Product List
 - Recipe on banner.com
 - General Coupon Pool

Technical Requirements for Dual eSpots:

- Size (image only)
 - Desktop – 624 x 224
 - Mobile – 480 x 300
- If eSpots have clickthroughs, must include Call to Actions (CTAs) along with arrows
- Image corners will be rounded in production to fit Kroger Digital Standards

Example:



Triple eSpot

Standard Use for Triple eSpots:

- Opportunity for brands to interact with customers through creative
- Can be static or can have a clickthrough destination
- Layout:
 - Three eSpots side-by-side (left, middle, right)
- Link Destination Options:
 - Product List
 - Recipe on banner.com
 - General Coupon Pool

Technical Requirements for Triple eSpots:

- Size
 - Desktop – 406 x 224
 - Mobile – 480 x 300
- If eSpots have clickthroughs, must include Call to Actions (CTAs) along with arrows
- Image corners will be rounded in production to fit Kroger Digital Standards
-

Example:



Copy Container

Standard Use for Copy Containers:

- Used to house text on the experience.
- Utilized for key brand messaging.
- For Brand Shops, Copy Containers also help with SEO (Search Engine Optimization) as customers may find the experience through external search
- Helps with Accessibility, as screen readers can easily read text
- For recipes that are featured on an experience, like a Campaign Page, Copy Containers should be utilized for Ingredients and Directions.

Technical Requirements:

- Copy character suggested max of 750 (but can exceed this for cases like recipes, pending Kroger Digital Experience approval)

Category Icons/Brand Logo

Standard Use for Category Icons/Brand Logos:

- Used to easily showcase different categories or brands in a visual way (icons)
- Can be brand logos or a pack shot image
- Link Destination Options
 - Product List
 - Brand filters
- Can include optional text below the icon for labeling purposes
- Featured Brands Page:
 - For Brand Shops, a brand logo will also be placed on the “Featured Brands Landing Page” so customers can navigate to the experience
 - A brand logo must be provided – no pack shots or other images can be used
 - Logos must be approved by Kroger Digital Experience team in advance of go-live dates and be packaged as part of final files

Technical Requirements for Category Icons/Brand Logos

- Size – 330 x 330 (include 20 pixel padding on all image nav/logo icons)
- Format – .PNG
- File size less than 200 kb
- No border
- Max 6 across on Desktop

Examples:

Shop by Brand



Explore That Beautiful Bean Lineup



Product Carousel

Standard Use for Product Carousels:

- Products are pulled directly onto an experience to allow customers to add to cart quickly and easily
- Products can be pulled in by a curated product list (10-150 products) or by a brand filter
- Headline and optional Sub-Headline explain to the customer what products they will find in the shoppable carousel
- "Shop All" link will take customers to a full list of products

Technical Requirements for Product Carousels:

- Headline is required, but Sub-Headline is optional
- If using curated list, Excel file with UPCs should be provided to KPM team
 - Minimum 10 UPCs; Max 150 UPCs
- If using brand filter, provided included brands to KPM team

Example:

Look What's New from Simple Truth®

Shop All →

Content Action Block (CAB)

Standard Use for CABs:

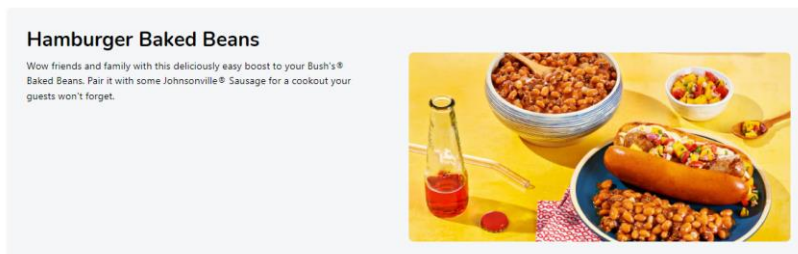
- Content Action Blocks are creative ways to highlight copy along with one of the following in one container on the experience:
 - eSpot
 - Video
 - Coupon
 - Recipe image with header/sub copy
- Copy should correspond with and further explain the other content that is living within the CAB. For example, if used for a recipe, the copy should explain the recipe along with an eSpot/image of the finished product. If used for a video, the copy should explain what customers will see when watching the video.
- Can be static or have a clickthrough destination.
 - Link Destination Options:
 - Product List
 - Shoppable side drawer

Technical Requirements for CABs:

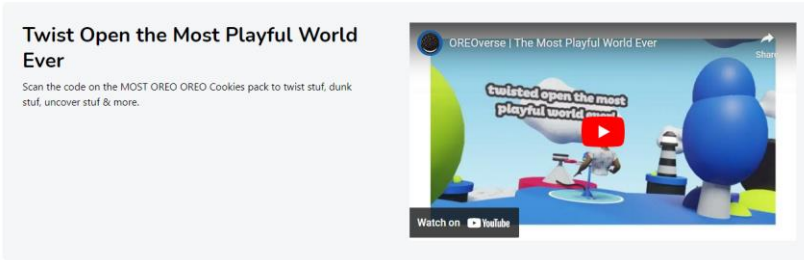
- Copy character count max of 500 – copy
 - Note that CABs are not able to support bullet points or numbered lists, so please provide copy in paragraph form. For ingredient lists or step-by-step instructions, please use a standalone Copy Container.
- If a specific background color is desired, please provide the HEX#. Otherwise, will use standard Kroger gray or blue.
- If pulling an eSpot into a CAB, the image dimensions are as follows:
 - Desktop -- 608 x 368
 - Mobile – 560 x 320

Examples:

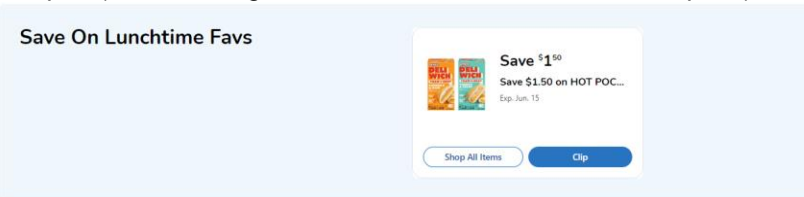
- eSpot:



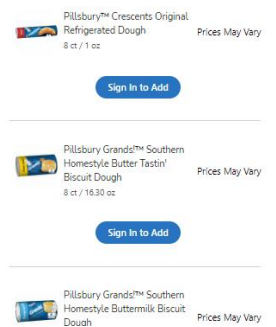
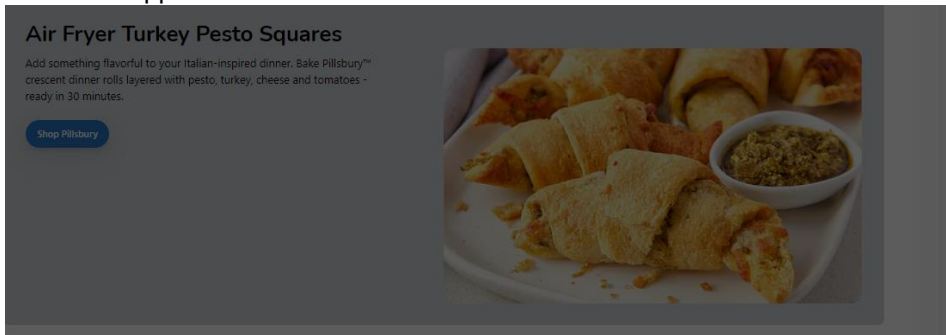
- Video (see next section for more information on videos):



- Coupon (see following section for more information on coupons):



- CTA or Shoppable CTA



Video

Standard Use for Videos:

- Videos can be included on experiences to introduce a brand or marketing campaign
- One or two videos can be included on a Brand Shop or Campaign Page
- To pull videos into experiences, we use a Content Action Block (CAB)
 - Customers will be able to play video directly on the page
 - Copy should be provided that explains or teases the video – helps with accessibility
 - Can provide background color (HEX#) or standard Kroger colors will be used

Technical Requirements for Videos:

- Required Assets
 - Vimeo link preferred (can use YouTube link with Kroger Digital Experience approval)
 - Headline/Sub-headline in a Word document
 - Background color (HEX#) or standard Kroger color.

Example:

Twist Open the Most Playful World Ever

Scan the code on the MOST OREO OREO Cookies pack to twist stuf, dunk stuf, uncover stuf & more.



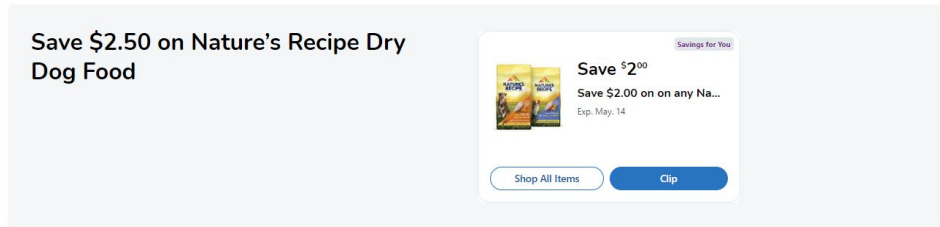
Best Practices for Videos:

- All CPG videos must be reviewed by Kroger Content and Creative teams before published for approval.
 - If creating a new video for your page, it is recommended to send a storyboard to 84.51° prior to production to help avoid rework
 - Videos should be no longer than 3 minutes.
- Talent: talent selections should include both age and ethnic diversity while capturing a real-life look.
- Sets: sets should be warm and inviting, natural lighting is a plus. Avoid any settings, scenes, or actions that could be constructed as unpleasant.
- Supers: Use fonts, colors, and sizes that are easy to read against backgrounds.
- Music: should be uplifting and upbeat.
- Videos should not link off or suggest driving off Banner.com.

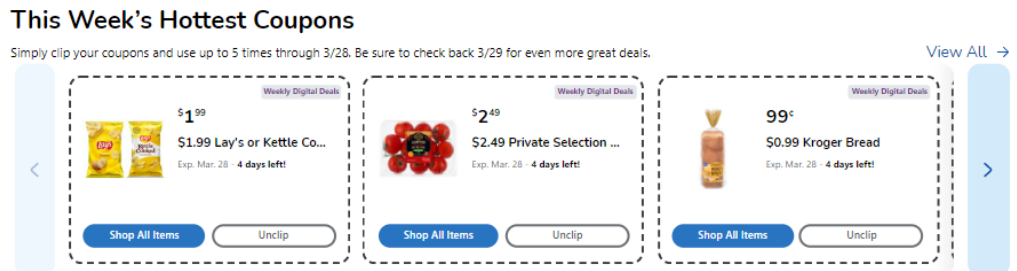
Coupons

Standard Use for Coupons:

- Experiences can be used to support offers in the General Coupon Pool (GCP) or Targeted Digital Coupons (TDCs):
 - General Coupon Pools (GCPs) – coupons in the General Coupon Pool appear to all customers. They are not targeted, and anyone can see the coupons in the GCP and clip the coupon to their digital wallet.
 - Targeted Digital Coupons (TDCs) – Targeted Digital Coupons are targeted to specific customers based on purchase behavior. They only show to customers who are targeted for the campaign and are signed into their digital account.
- To pull coupons into experiences, there are two options for containers:
 - Coupon Content Action Block (CAB)
 - Highlights one coupon – either GCP or TDC
 - Coupon should be live the entire duration of the page when media drivers are running
 - If the coupon has already been redeemed, or if the customer isn't targeted for the TDC, the container will collapse, and standard alternative content will show
 - Coupon will be pulled in by coupon/retailer ID
 - Example:



- Coupon Carousel
 - Pulls in multiple coupons to the experience – either GCP or TDC
 - Coupons can be pulled in by brand filter, or by individual coupon/retailer ID
 - Example:



Technical Requirements for Coupons:

- Required Assets
 - Retailer ID(s) or coupon brand filter
 - Headline/Sub-Headline – Copy must come in the copy deck
 - Headline must be succinct
 - Sub-Headline max of 65 characters.

Recipe Specs

IMPORTANT NOTE – Brand Shops can include adding up to 5 new recipes to Kroger’s library with a max of 10 recipes on a carousel, but Campaign Pages can only support 1-2 recipes on the actual experience; they will not be added to Kroger’s recipe library. To include a recipe carousel on a Campaign Page, the recipes must already exist onsite.

Recipe Formatting:

- Each recipe submission must contain 6 sections completed filled in, in the following order:
 1. Title
 2. Teaser/Lead-In Body Copy
 3. Time Block
 4. Difficulty and Serving Amount
 5. Ingredients
 6. Directions

Best Practice for Brand Shop Recipes:

- All submitted recipes must follow the Recipe Submission document, details listed below, and **all sections** of the document must be completed.
- For recipe carousels, note that there is a maximum of 5 new recipes per refresh (this includes the subpages)
- If the client is submitting multiple recipes for their Brand Shop, each recipe copy document should be its own attachment, and not one-word document with multiple recipes included.
- Encourage CPGs to have recipe timing to 30 minutes and under.
- The Kroger Creative Services team reviews all recipe copy and has the option to edit copy.

Recipe Submission Guidelines (Kroger Recipe Library)-

Title

- Title of the recipe; capitalize the first letter of each word, except articles (the, a).

Teaser Copy / Lead-In Body Copy

- An introduction to the recipe that describes it in an appetizing way; 150-300 characters of teaser/romance copy for the recipe.

Prep- X min | Cook: X min | Total: X min

- If unknown, please estimate.
- Prep – time that includes steps like chopping, slicing, etc.
Cook – time where food is being baked, boiled, fried, grilled, or otherwise actively cooked
Total – a total time of all the tasks put together (prep, cook, rest, freeze, etc.)

Serves

- Total amount of servings included in recipe.

Ingredients

- List form with each individual ingredient listed on its own line.
- No sub-header breakouts or multiple ingredient lists.
- Do not include multiple items on an ingredient line with the use of “Or” as our algorithm will not factor in each product.
 - Example: Do not include any ingredients as: “1lb ground meat or ground turkey”

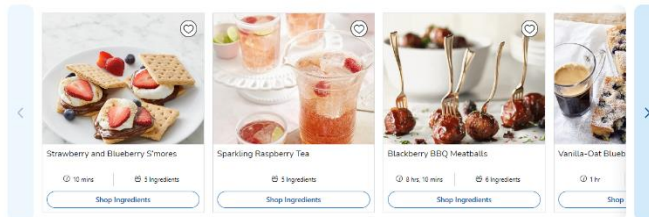
- If a recipe can use multiple ingredients, such as ground meat or turkey, select one for the ingredient list, and the other can be called out in the recipe directions.
- No ambiguous ingredients (Ex. assorted candy or your favorite condiments).
- No duplicate ingredients within one list (Ex. if vanilla appears twice in the recipe/ingredient list it should be listed as “2 Tbsp. vanilla, divided”).
- All products, ingredients, and UPCs, that are included in submitted recipes must be widely available and have large distribution to ensure all customers, have access to all recipe ingredients.
 - Upon request or sent with content initial mocks, Category Managers or the CPG must provide Kroger KPM team with a New Product Verification report to ensure all new, seasonal, specialty items, promotional items, or holiday ingredients, are currently, or will be, widely distributed to customers.
- For recipe carousels on the shoppable experience, the content team cannot control the order of which products appear, other competitor products, similar flavors or products from pulling into the product carousel. Our recipe carousels use an algorithm to pull in products that we cannot control or have the ability to adjust the results.
- On the ingredient list, it is recommended to list the desired product exactly how it appears on banner.com.
- Kroger aims to have the CPG featured product in first or second position in the product carousel, but cannot guarantee it.

Directions- Always include what to do with leftovers (refrigerate, air-tight container, etc.).

- 1.
- 2.
- 3.

Recipe Carousel Example:

Berry Recipes



Recipe On Page Example:



Build a Better Burger

Pepperidge® Farm sweet BBQ burgers.

- *Serves 4
- Ingredients:
- 4 Pepperidge Farm® Teriyaki Topped Hamburger Buns
 - 1 pound ground beef
 - 1/2 cup sweet Carolina-style barbecue sauce
 - 4 slices sharp Cheddar cheese
 - 4 soft brioche buns
 - 4 bunches of garlic sandwich slices, cut in half crosswise
 - 12 mini red onion

Hamburger Baked Beans

Wow friends and family with this deliciously easy boost to your Bush® Baked Beans. Pair it with some Johnsonville® Sausage for a cookout your guests won't forget.



PREP TIME: 10 MINUTES | COOK TIME: 5 MINUTES |

SERVES: 4

INGREDIENTS

- 28 oz Bush's® Original Baked Beans